

GAF

Partner Programs

Residential 2023



Tools For Success

GAF can help you surpass your goals through the power of partnership.

We protect what matters most™

GAF



The Ultimate
Pipe Flashing

VISITOR
V

The power of partnership

As a contractor, you know better than anyone the importance of selecting the right tools — and the right people — for the job. As a valued member of our contractor certification program, GAF is proud to bring you both with access to our growing array of innovative digital products and platforms, in-person learning experiences, and real expert advice. We understand your goals change over time, and we're ready to help meet and exceed them.

That's the power of partnership.



GAF

Timberline
High Definition Lifetime Shingles

Shingles

GAF

Timberline HDZ
High Definition Lifetime Shingles

GAF

Timberline HDZ
High Definition Lifetime Shingles

Timberline HDZ
High Definition Lifetime Shingles



Installation Instructions
Accessories & Substrate

Shingles

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Reinvest in your business

The power of GAF Rewards

Earn and redeem points on all your qualifying GAF purchases. With every receipt or invoice, you can reinvest in your business. Reinvest in morale: treat your crew to lunch or new company swag. Reinvest in tools: upgrade that compressor, add a new ladder, or buy new safety equipment for your crew. No matter how you use your points, it's quick, easy, and hassle-free.

Step 1

Purchase

Purchase qualifying GAF products. The list of GAF Rewards qualifying products can be found at gaf.com/rewards.

Step 2

Submit

Submit your invoices or receipts within 90 days of the purchase date. There are 3 easy ways to submit: Log into the GAF Partner Portal and click on GAF Rewards to upload, send by mail, or through distributor auto-submit program.

Step 3

Receive your rewards

Redeem your GAF Rewards points for a reloadable prepaid card, retailer gift cards, or redeem your points for GAF QuickMeasure™ reports, GAF Merchandise, and GAF enhanced warranties.



Find out more at
gaf.com/Rewards

*U.S. only. Terms and conditions apply.



Get paid faster

The power of GAF SmartMoney*

Getting paid quickly means a lot to a growing business. It helps your cash flow, payroll, and credit. Now you can accept any form of payment with GAF SmartMoney, the complete paperless payment solution. GAF SmartMoney integrates financing options from the GreenSky® program to help you grow your business, get paid faster, and take on more jobs.

- Improve cash flow with card swiping and mobile check deposit
- Offer pay-over-time options to homeowners and get approvals as fast as 60 seconds
- Schedule and track billings and receivables through one simple dashboard

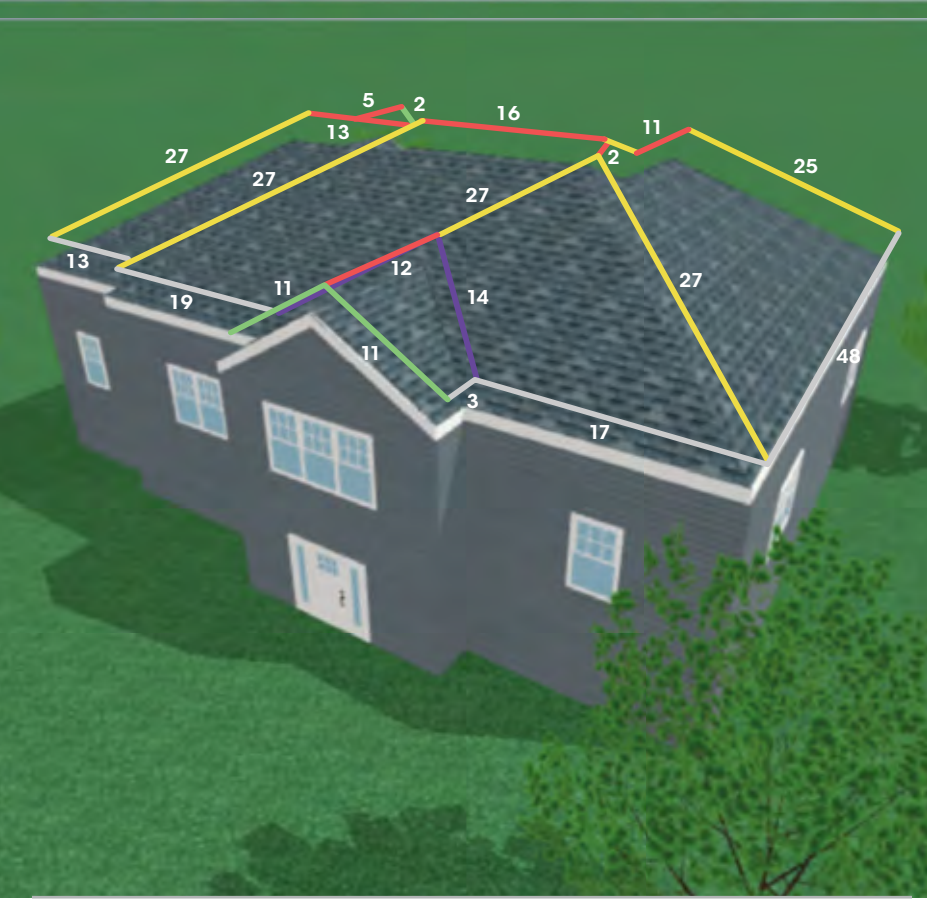
"On the spot approvals make it easier for homeowners to buy, and there's no wait-around time to getting paid"

— Kane Rockow, Co-owner, Rock and Tait Exteriors LLC.



Find out more at
gaf.com/SmartMoney

*GAF SmartMoney is offered and serviced by Pazyer, LLC, d/b/a Pazyer, which is not affiliated with GAF and financed by lenders which are also not affiliated with GAF.



Single-family roof measurements in under an hour

The power of GAF QuickMeasure™ reports

For fast, affordable, and accurate roof measurements, order a GAF QuickMeasure™ report. Get roof measurements in under 1 hour for single-family homes, and under 24 hours for multi-family and commercial properties.

Each report includes:

- Roof Measurements Report (pdf, xml, dxf)
- Complete bill of materials
- Waste table including suggested waste
- Ability to customize cover page with your logo
- An interactive 3D rendering of the property, with the capability of showing products to the property owner

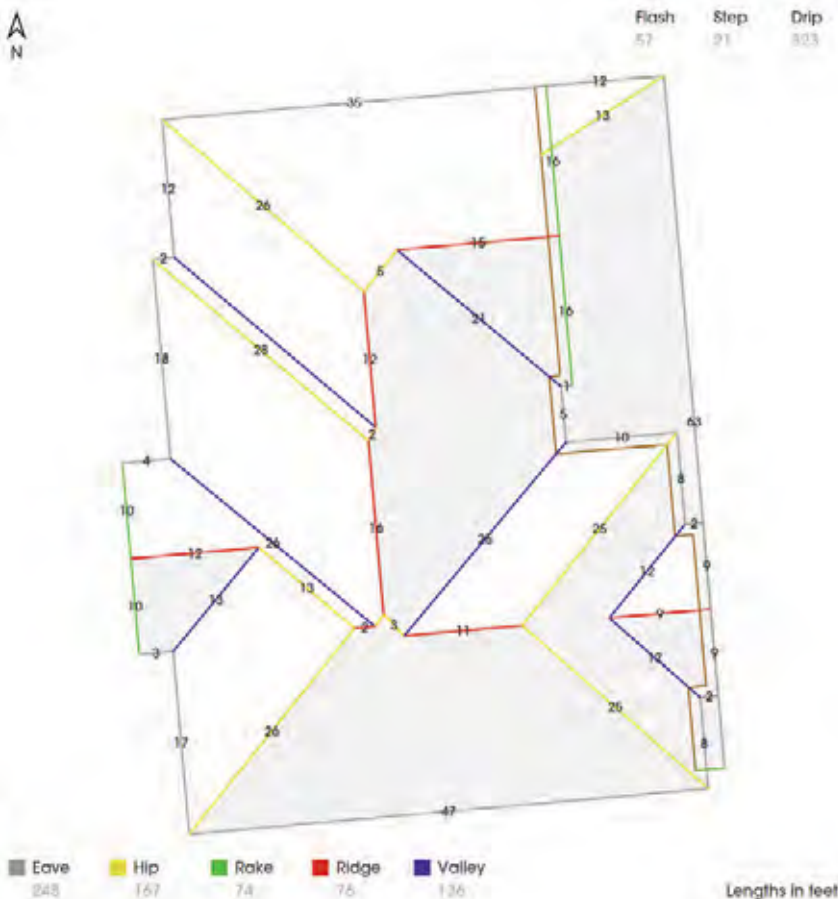
Get a single family report with the information you need for as low as \$18 per report** — and you can even redeem GAF Rewards Points for **GAF QuickMeasure™ reports**.

GAF certification is **not** required to purchase GAF QuickMeasure™ reports. Any contractor can easily order a report from our website, or from many existing CRMs or distributors.



Find out more at
gaf.com/QuickMeasure

*Terms and conditions apply.
**Price per building for Master Elite® Contractors. Prices vary based on contractor certification level and report type.



Site-specific information and insights, fast

The power of GAF QuickSite™

Get a complete site-specific data report from one reliable source, formatted to help you work faster and more effectively.

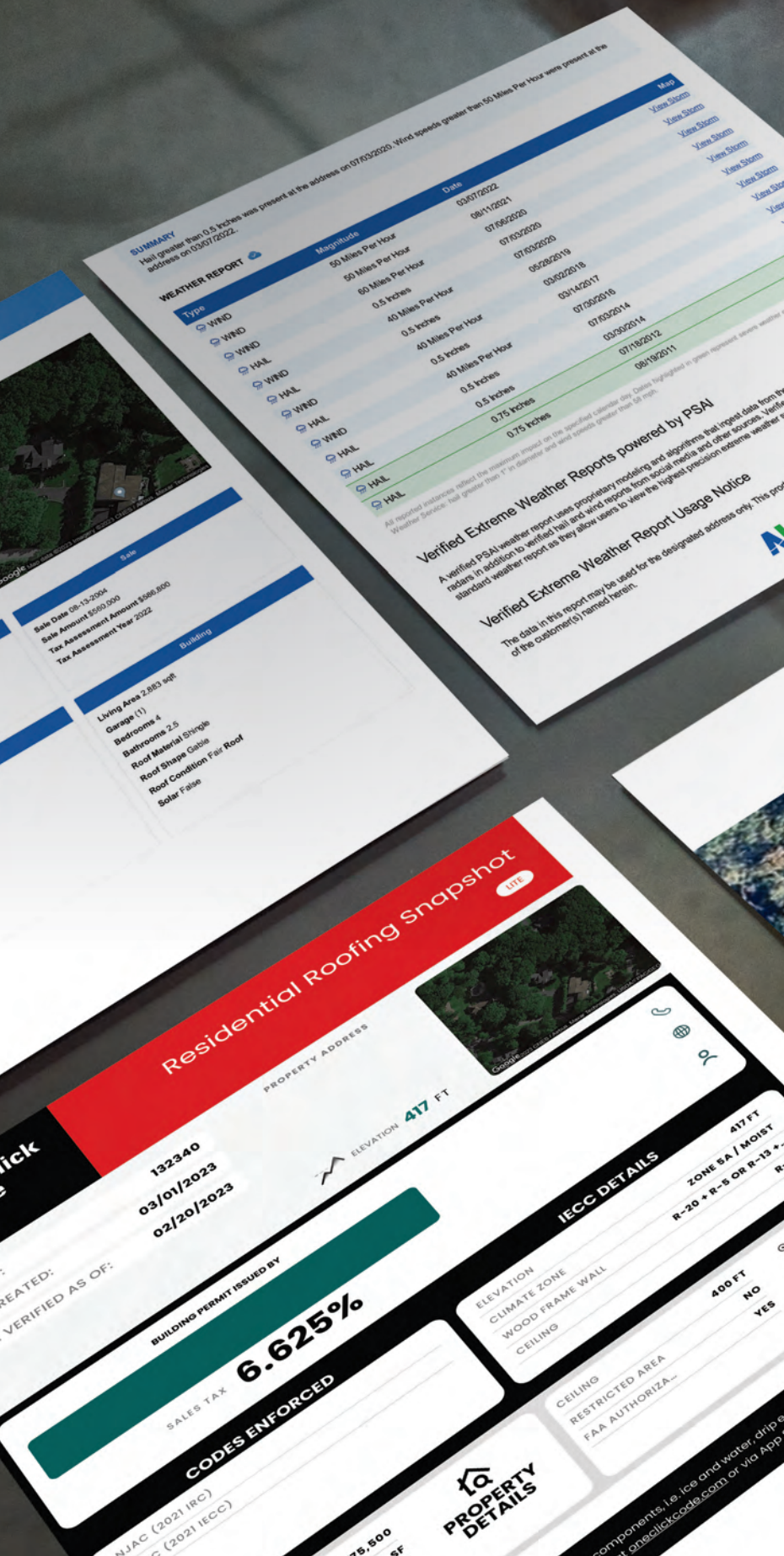
- Local, up-to-date building codes at your fingertips
- Roof Condition assessments help with preliminary evaluations and provide third party validation
- Hail/wind weather history inform system and material choices, and help communicate with owners and others
- Property permit history so you know what's been done* (if available)
- Parcel data can include buildings, property lines, boundaries, ownership information, construction type, and much more

No rush fees. No hidden costs. No GAF certification required. Delivered quickly. Reports are \$20 per building regardless of building type or size!



Find out more at gaf.com/Profile

*Subscription required. Terms and conditions apply.



All together, even better

The power of GAF Pro·File™ report bundle

Bring together the speed, convenience, and vital information of GAF QuickMeasure™ reports and GAF QuickSite™ reports with the new GAF Pro·File™ report bundle.

Simply add the GAF QuickSite™ report to your GAF QuickMeasure™ report, and get the property's roof assessment, parcel data, local building codes, and 10-year hail and wind history.



Find out more at
gaf.com/ProFile

*Subscription required. Terms and conditions apply.

A tool designed for sales

The power of GAF Project*

Help your sales team close more sales with the only tool on the market designed just for them! GAF Project* integrates with popular CRM systems and provides the information needed to quickly and easily create comprehensive sales proposals and estimates.

When you sign up, we provide one-on-one onboarding — and continued tech support — so you can hit the ground running.

- **Customer Management:** View, assign, schedule, and monitor customer progress
- **Scheduler:** Easily assign appointments to reps based on their calendars
- **Digital Measurement:** Easily import measurements from a range of tools like GAF QuickMeasure™, HOVER, and EagleView
- **Inspection:** Capture notes, organize photos, and generate inspection reports
- **Presentation:** Build fully customized presentations and share with your team
- **Estimate:** Automatically match your products and pricing to create detailed estimates
- **Proposal:** Turn estimates into emailable proposals
- **e-Signature Agreements:** Get signatures digitally on-screen or by email
- **Financing and Payment:** Collect deposits, offer financing, or even receive final payment



Find out more at gaf.com/Project

*Subscription required. Terms and conditions apply.



Be first to the door after the storm

The power of on-demand weather data

When severe weather hits your area, be prepared to serve your customers with this easy-to-use, all-in-one weather tool.

- Share up to 10 years of historical and current extreme weather reports via email or push notifications
- Leverage geo-targeting to pinpoint storm-impacted streets and neighborhoods that need immediate attention
- Access storm-specific maps that are helpful when working with insurance companies
- Mobile friendly app



Learn more or sign up for free webinars at gaf.com/WeatherHub

Your single source for doing business with GAF

The power of the GAF Partner PortalSM

The GAF Partner PortalSM is your single access point for all things GAF, designed to help make all of your interactions with GAF faster and easier.

- Log in on the go by computer, tablet, or smartphone
- Register warranties, manage jobs, and upload documents directly from and to the portal
- Access all your eligible programs (including GAF Rewards, GAF Project, and others), as well as training resources and support needs from one point of entry
- Manage your account information and user access with 24/7 self-service options
- Visit and shop the GAF Online Store
- And much more!



Get started by visiting

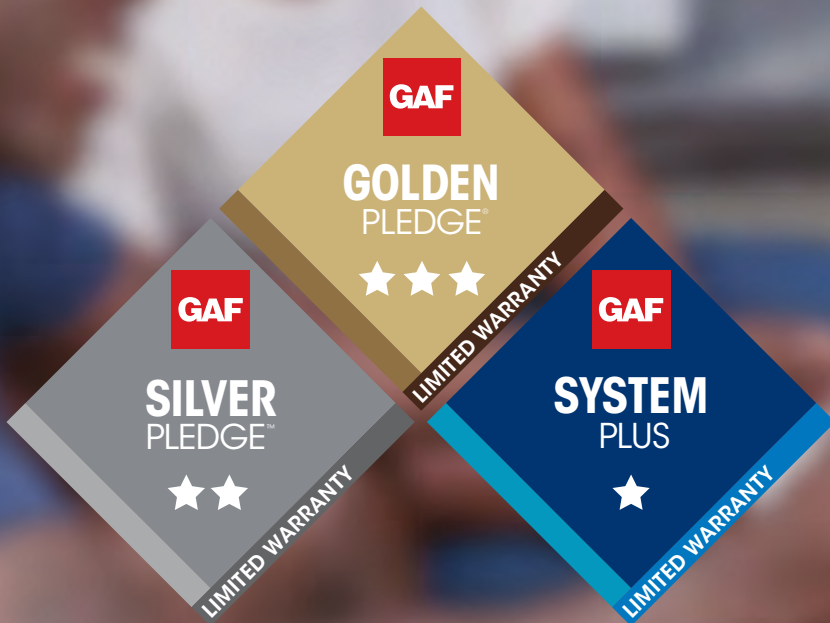
gafportal.gaf.com

Have questions?

Contact **ccp@gaf.com**

*As of August 2022, the GAF Partner PortalSM replaced the Contractor Zone (CCZ) to provide you with an even better user experience.

GAF Warranties



Industry-leading coverage

The power of GAF enhanced warranties*

Your customers know that a new roof is a big investment. Offering a strong warranty can go a long way toward demonstrating your quality difference and setting you apart from the competition.

Backed by North America's largest manufacturer of roofing products, GAF enhanced warranties are among the strongest in the roofing industry and can only be offered by contractors certified by GAF.

Register enhanced warranties through the GAF Partner Portal™. GAF Rewards Points can be redeemed for GAF enhanced warranties.



Find out more at
gaf.com/Warranty

*Terms, restrictions, and product purchase requirements apply.



Promotional goods that look good on you

The power of the GAF Online Store

We know your brand identity is as important to you as ours is to us. That's why we built an intuitive merchandise platform that makes it simple for you to order in-stock items or to create custom and GAF cobranded items to promote your business on the job site and off.

The GAF Online Store offers a one-stop shop for a wide range of apparel, promotional items, and literature. The efficient ordering process includes real-time availability and shipping details, on-the-spot virtual proofs all with the customer support you expect.

Log on to the GAF Partner PortalSM and click on the GAF Online Store tab to start shopping.

GAF Rewards Points can be redeemed for GAF merchandise.

Log on to the **GAF Partner PortalSM** and click on the GAF Online Store tab to start shopping.



Expanding your expertise and your business

The power of CARE — the Center for the Advancement of Roofing Excellence

Successful contractors focus as much energy on building their expertise as they do on building roofs. All GAF CARE courses are geared specifically toward the roofing industry — given by experts in the roofing industry, offering:

- Hands-on skills
- Exclusive pro tips
- Crew training
- Personal business growth
- In-home sales training

To date, more than a quarter of a million professionals in the USA, Canada, and Mexico have attended CARE courses. And with CARE webinars, these sought-after, interactive classes are available wherever you are — in English, Spanish, and French.

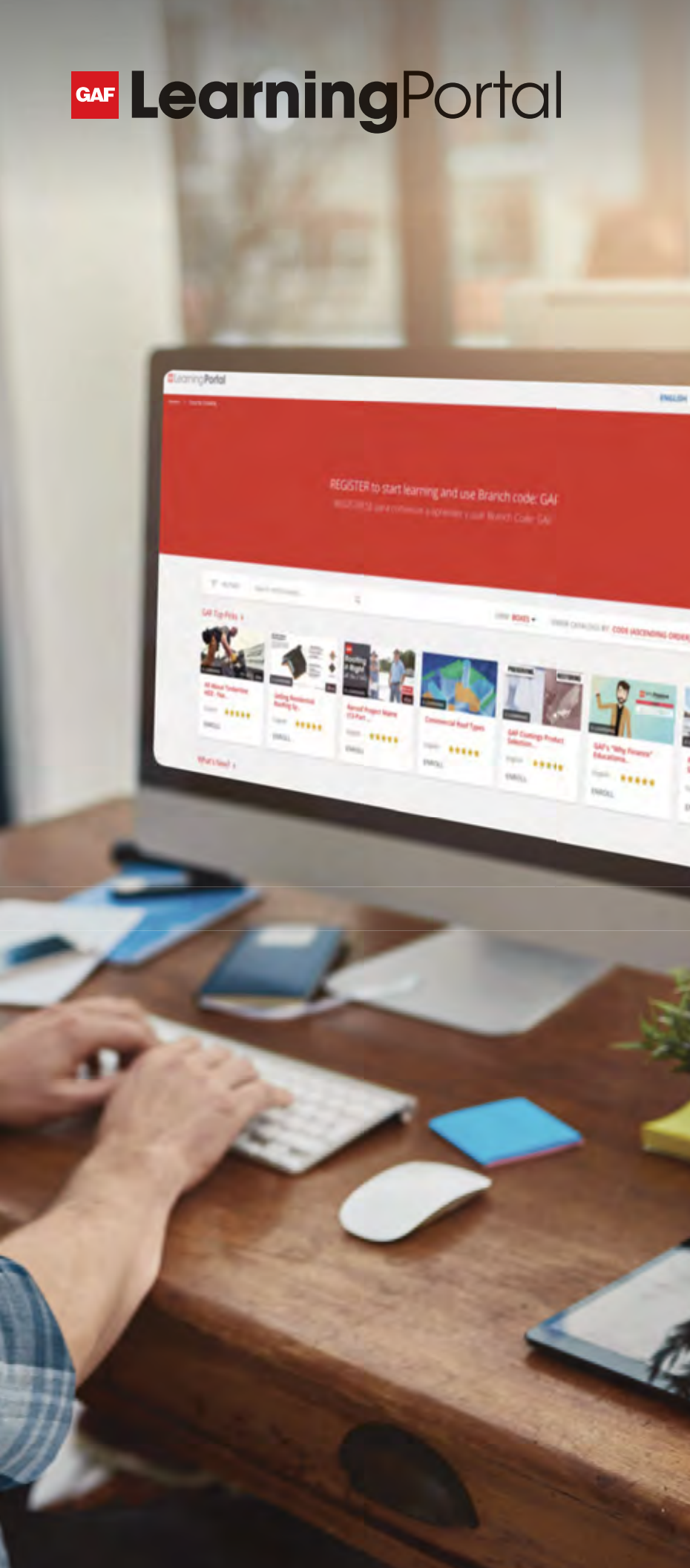


Find out more at
gaf.com/CARE

Personalized learning on your schedule

The power of GAF Learning Portal*

It's easier than ever to get up to speed on the roofing industry and keep pace with new developments, with the GAF Learning Portal. This personalized, on-demand learning platform for GAF contractors and industry partners provides access to a vast array of prerecorded webinars, training, and skill-building content. It's simple to use, and accessible on your computer, tablet, or smartphone.



Access the GAF Learning Portal at gaf.com/Learning

*Terms and conditions apply.

Giving future roofers a foundation

The power of GAF Roofing Academy*

The GAF Roofing Academy program combines a real-world introduction to commercial and residential roofing with coursework, practical hands-on training, and field visits to help prospective roofers get a head start on building a rewarding career.

GAF Roofing Academy also partners with contractors, both to help us educate and inspire the students, and to give contractors access to pre-trained, qualified applicants eager to start working.



Find out more at
gaf.com/Roofing-Academy

*Terms and conditions apply.

Finding the right workers is easier than you think

The power of GAF WorkBelt™ platform

When you need to fill a roofing job with the right candidate, count on the GAF WorkBelt™ platform.

GAF WorkBelt™ is the best roofing-specific labor-matching platform, offering robust search, job posting, and opportunity-management tools to identify the talent that you need.

- This focused platform ensures you are connecting with roofers working toward success in our industry
- Integrated training modules help candidates stay up to date on the most recent technologies and skill sets
- Connect with individual workers, or full crews, depending on your needs



Find out how the program works, and get started at gaf.com/WorkBelt

*Terms and conditions apply.

Reaching customers, reaching goals

The power of GAF Marketing Resources

Count on GAF Marketing Resources to help you develop the marketing skills you need, including:

- Leads & Reputation
- Website Development
- Advertising
- Merchandise



Learn more or sign up for free webinars at gaf.com/MarketingResources



Training to help transform your business

The power of GAF Expert Value Speaker Series

Our high-value, peer-to-peer expert training series offers transformative approaches that can help boost business. Previous topics have included:

- Building a successful annual strategic plan
- How to start or grow a true service department
- Leveraging warranty offerings for lead generation
- And many other highly relevant topics!



To find EVS classes visit
gaf.com/Learning

Find out first about that big event

The power of the GAF Events Calendar

The interactive GAF Events Calendar lets you search for classes, trade shows, and more — faster and easier than ever before. You can even pay for classes (and cancel if need be) on one easy-to-use platform.



Find a big event near you by visiting events.gaf.com

GAF Events





Build community and foster resiliency where you live and work

The power of the GAF Community Contractor Program

The GAF Community Contractor Program offers contractors certified by GAF the unique opportunity to transform your community, as well as differentiate and grow your business by supporting your local community. Scan the QR code or visit our website for program details and to sign up.



Find out more by visiting
gaf.com/CommunityContractor

External Partners

Make our partners, your partners

The power of connection

As we strive to help you strengthen and elevate your business, our commitment doesn't stop with our own products and services. We have relationships with innovative companies and manufacturers we've identified as offering contractors some of the best equipment, tools, programs, and services in the industry.

Equipment and Tools:

- Loveland — IMGING by Loveland Innovations is the leading drone roof inspection software, allowing you to inspect roofs and properties with an automated drone in as little as five minutes. lovelandinnovations.com/gaf
- STINGER® — A premiere manufacturer and distributor of high-quality cap guns and fasteners for underlayment installation. stingerworld.com/gaf

Business Programs and Services:

- National Roofing Contractors Association (NRCA) — Join a community of top-tier professionals dedicated to advancing the roofing industry. NRCA is an industry leader in information, education, technology, advocacy, and certification. nrca.net/partner-program/gaf
- Roofers Choice Insurance — Your one-stop shop for your business insurance needs including general liability, workers' compensation, HR and payroll services, employee benefits, and more. roofersinsurance.com
- YourWebPro — Specializing in website design, ongoing maintenance, hosting, and email — all with unlimited support. yourwebpro.com/Claim-Your-Site



Go beyond for your customers and your business



GAF Timberline® UHDZ™
Ultra High Definition® Shingles



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**Timberline® UHDZ™ is now our
best premium laminate shingle.**

Featuring our patent-pending Dual Shadow Line, LayerLock® Technology and the StrikeZone® Nailing Area, 20% heavier weight, new 30-year StainGuard Plus PRO™* limited warranty against blue-green algae discoloration, and the opportunity for Master Elite® contractors to offer 30 years of workmanship coverage, Timberline® UHDZ™ shingles go beyond any GAF shingle you've been able to offer to date. **Visit gaf.com/UHDZ**

A **standard** INDUSTRIES COMPANY

We protect what matters most™

GAF

* 30-year StainGuard Plus PRO™ Algae Protection Limited Warranty against blue-green algae discoloration is available only on products sold in packages bearing the StainGuard Plus PRO™ logo. See GAF Shingle & Accessory Limited Warranty for complete coverage and restrictions, and qualifying products.